

NEWS RELEASE- For Immediate Distribution

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**IDAHO PREFERRED® INTRODUCES LIBERTY TOMATO COMPANY**

PINGREE, Idaho (June 11, 2007) - Idaho Preferred® introduces Liberty Tomato Company, one of its member producers and supporter of the local community.

Idaho Preferred®, managed by the Idaho State Department of Agriculture, is dedicated to helping promote products grown in Idaho; supporting the farmers, ranchers and food processors who contribute to Idaho's vibrant economy.

Liberty Tomato Company has been a member of Idaho Preferred® since the program's 1993 inception. Owners Karen and Randy Reed as Idaho Preferred® board members and say the biggest benefit is the relationship they have with Walmart.

"Walmart is extremely dedicated to Idaho Preferred® and is easily our biggest customer," says Karen.

While no longer producing tomatoes, Liberty Tomato Company is keeping "Tomato" in its name. The Reeds have swapped their tomato plants for culinary herbs and organic strawberries. They have 22 varieties of herbs including, basil, rosemary, thyme, savory, fresh mint and lemon grass. They are responsible for starting the Pocatello and Idaho Falls farmers markets, where members of the local community can be sure to find delicious locally grown and harvested products.

Miss the market? Look for the Idaho Preferred® or the Liberty Bell logo on fresh Liberty Tomato Company herbs and organic strawberries at local Walmart stores.

Idaho Preferred® members are local companies passionate about selling delicious food and other agricultural products. The Idaho Preferred® label is a symbol for fresh, quality products grown in Idaho. Buying Idaho Preferred® products not only means supporting local growers and producers, it also assures consumers that they are eating fresh, high-quality local products. For more information about Idaho Preferred®, please visit [www.idahopreferred.com](http://www.idahopreferred.com).

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